

IN THE CLAIMS

Please amend the claims as follows:

1. (currently amended) A coated backing medium comprising a magnetic coating material suitable for being spread substantially regularly over a surface of the backing medium, said coating material comprising a binder having embedded therein conductive particles, the conductive particles being directed in the binder by being subjected to magnetization along an inductive electromagnetic field so as to generate an anisotropic medium as part of said magnetic coating material.
2. (currently amended) The coated backing medium [[A magnetic coating material]] according to claim 1, in which the conductive particles comprise ferromagnetic particles such as iron oxide particles.
3. (currently amended) The coated backing medium [[A magnetic coating material]] according to claim 1, in which the conductive particles comprise at least some particles that are not ferromagnetic particles, such as particles of copper in order to provide electromagnetic shielding.
4. (currently amended) The coated backing medium [[A magnetic coating material]] according to claim 1, in which the conductive particles are rod shaped.
5. (currently amended) The coated backing medium [[A magnetic coating material]] according to claim 1, in which said binder is selected from a hot-melt adhesive resin, a cold glue, and a paint.
6. (currently amended) The coated backing medium [[A magnetic coating material]] according to claim 5, in which the adhesive resin is preferably not electrically conductive.
7. (original) A method of applying a coating on a backing medium, the method comprising a step of applying a main binder on the medium while the medium is being guided by a conveyor, a step of controlled dispensing and uniform spreading of a fill of conductive particles in the binder, coupled with a step of directing the particles by

magnetization, followed by a step of demagnetization, a step of covering the particles in a deposit of an additional binder, and a step of drying the assembly.

8. (original) A method of applying a coating on a backing medium according to claim 7, wherein, when the fill of conductive particles comprises at least some ferromagnetic particles, the magnetization step is followed by a step of demagnetization, and the drying step is followed by a step of remagnetizing the particles.

9. (original) A method of applying a coating on a backing medium according to claim 7, in which the controlled dispensing of the fill is performed by programming the powder delivery rate as a function of the density selected for particles, and then by uniform spreading over the pre-glued medium.

10. (original) A method of applying a coating on a backing medium according to claim 9, in which the magnetization step occurs after the particles have indeed been spread within the main binder following the step of dispensing and spreading the particles, but prior to the binder actually setting by solidifying.

11. (original) A method of applying a coating on a backing medium according to claim 9, in which the steps of dispensing, of spreading, and of magnetizing the particles are combined in such a manner that the particles are directed by magnetization prior to being actually spread within the binder.

12. (original) A method of applying a coating on a backing medium according to claim 7, in which an adhesive resin is sprayed as an additional binder covering the particles and to enable a medium to be laminated onto the top surface to serve as a front medium.

13. (original) A method of applying a coating on a backing medium according to claim 7, in which the covering step consists in spraying a varnish as the additional binder.

14. (original) Coating apparatus for implementing the method of the invention, the apparatus comprising means for feeding the medium onto a conveyor, means for applying a principal binder via presser rollers and via at least one nozzle, said means being coupled to heater means, a tank of particles coupled to a duster for dispensing the fill of particles, means for spreading the fill of particles within the main binder, electromagnetic means

for producing an anisotropic magnetic field for magnetizing the particles, a spray for depositing an additional binder, and dryer means.

15. (original) Coating apparatus according to claim 14, in which the duster is programmed to deliver the quantity of powder that corresponds to the density selected for the fill, the spreader means are constituted by a system of vibrating screens, and the electromagnetic magnetization means are formed by an electromagnet.
16. (original) Coating apparatus according to claim 15, in which the spreader means are constituted by at least one measuring-out unit replacing the system of vibrating screens, the unit and the screens forming particular patterns by masking.
17. (original) Coating apparatus according to claim 14, in which a demagnetizer is placed immediately downstream from the electromagnetic magnetizing means and a final magnetizer is placed downstream from the dryer means, when the fill comprises at least some ferromagnetic particles.
18. (original) Coating apparatus according to claim 14, in which, when feeding is performed continuously, the medium is fed from a winding-off roll, the front medium is fed from a winding-off roll coupled to presser rollers pressing on the conveyor, and a final winding roll provides a reel of the resulting coated medium.
19. (original) Coating apparatus according to claim 14, in which, when feeding is performed discontinuously, the backing medium is fed sheet by sheet onto the conveyor from a feeder bin, and the front medium is fed likewise from a sheet feeder bin, the feeder bins and the means for spreading the fill of particles being controlled by a dispenser system that is automatic and adjusted to the rate of throughput.
20. (original) Coating apparatus according to claim 19, in which the means for applying the binder and the means for applying the additional binder are governed by an optical sequential controller having photoelectric cells, and connected to the automatic dispenser system.
21. (original) Coating apparatus according to claim 14, in which means are provided for cutting up the resulting coated medium in order to form elements that are to be held in

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place on metal surfaces by magnetic forces acting between the element and the metal surface.